

HAVE YOU A FUTURE?



How far along the road to success will you be in ten years? Life Insurance selling is a business full of great opportunities.

Write us about an Agency.

THE PRUDENTIAL INSURANCE CO. OF AMERICA

Incorporated as a Stock Company by the State of New Jersey.

JOHN. F. DRYDEN, President.

HOME OFFICE, NEWARK, N. J.

THE IMPERIAL LIFE ASSURANCE Company of Canada

1897	AN UNEQUALLED RECORD	1911
Year	Premium and Interest Income	Total Assets Earned. Force.
Dec. 31st		
1897	\$ 37,416.09	\$ 336,247.89 4.01% \$ 1,185,725
1901	360,180.95	1,344,126.61 5.40% 10,524,731
1905	800,034.84	2,840,725.23 5.52% 19,672,664
1910	1,370,550.38	6,147,329.99 6.52% 30,455,859

**FIRST AND PARAMOUNT—ABSOLUTE
SECURITY TO POLICYHOLDERS**

The Company will be pleased to enter into negotiations for Agency representation

HEAD OFFICE, - TORONTO, CANADA

GOOD LIFE INSURANCE AGENTS

**WILL
EVENTUALLY**

find their way to The National Life Assurance Co. of Canada because its policies are up to the hour and easy to sell; because its terms to agents are liberal and based on equity, so

WHY NOT NOW

and share in the prosperity of the Company. For particulars apply Imperial Bank Chambers, 286 St. James St., or 25 Toronto St., Toronto, Ont.

THE CHRONICLE

is filed regularly in leading offices throughout Canada; advertising in its columns has a permanent value.

Some Vital Points Mirroring the Distinguishing Features of the MUTUAL LIFE OF CANADA

MUTUAL on the Full Legal Reserve Plan;
CAREFUL in the Selection of its Members;
PRUDENT in the Investment of its Funds;
ECONOMICAL in Management, Consistent with Efficiency;
PROGRESSIVE along Scientific and Popular Lines;
REASONABLE in its Policy Terms and conditions;
LIBERAL in its Cash and Paid-up Values;
PROMPT in the Settlement of its Claims; and
JUST and FAIR in All its Dealings.

Head Office - - - **WATERLOO, Ont.**

The Continental Life Insurance Co.

SUBSCRIBED CAPITAL, \$1,000,000.00

HEAD OFFICE - - - TORONTO

GEO. B. WOODS, PRESIDENT & MANG. DIRECTOR
CHARLES H. FULLER, - SECRETARY & ACTUARY

Several Vacancies for Good Live GENERAL AGENTS and
PROVINCIAL MANAGERS.

Liberal Contracts to First Class Men

Apply **GEO. B. WOODS, Managing Director**

The Excelsior Life Insurance Co.

Established 1889

Head Office: Excelsior Life Building, TORONTO.

Insurance in Force, Dec. 31st 1910 **\$14,000,000.00**
Available Assets . . . **2,552,863.49**

1910 was a BANNER YEAR

Yet for the first five months of 1911

INSURANCE APPLIED FOR INCREASED \$350,000
EXPENSE RATIO DECREASED . . . 15 per cent
DEATH CLAIMS DECREASED . . . 35 per cent

Satisfactory Profits to Policyholders during four quinquennials.
Excellent opportunity for good field men to secure liberal permanent contracts.

D. FASKEN, President.

E. MARSHALL, General Manager.

The WATERLOO Mutual Fire Insurance Co.

ESTABLISHED IN 1863

HEAD OFFICE : WATERLOO, ONT.

TOTAL ASSETS 31st DEC., 1909, \$659,403.60
POLICIES IN FORCE IN WESTERN ONTARIO OVER 30,000

WM. SNIDER, President

GEORGE DIEBEL, Vice-President

**FRANK HAIGHT,
Manager**

**T. L. ARMSTRONG,
Inspector**



THE CHIEF DIFFICULTY that confronts the new man entering the Life Insurance Field is the securing of **GOOD PROSPECTS**. This difficulty is eliminated when you write for an **INDUSTRIAL COMPANY**, the debts of which are an inexhaustible mine for both ordinary and industrial business.

THE UNION LIFE ASSURANCE COMPANY

HEAD OFFICE, - - - TORONTO, CANADA

More Policyholders than any other Canadian Company.

